

PURCHASING

MAGAZINE

1964 EDITORIAL INDEX

A listing of the major editorial material appearing in PURCHASING Magazine during 1964, grouped under these general headings:

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STANDARDIZATION, PURCHASING RESEARCH**

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A MESSAGE TO OUR READERS

This index lists over 500 authoritative articles, in addition to regular features, on every important purchasing subject. This is equal to at least a dozen textbooks—written by editors with many years of practical purchasing experience.

All this material was written with just one basic purpose in mind—to help industrial purchasing agents in their constant struggle to reduce costs and improve value—in short, to help them do a better buying job.

This kind of easy-to-read material, presented in each issue by purchasing experts on every important phase of industrial procurement, would be difficult, perhaps impossible, to duplicate elsewhere.

We are proud to have had the opportunity of presenting this material to you in 1964, and we shall continue to do the very best job of which we are capable in 1965.

Ray Richards



Vice President and Publisher

PURCHASING

The Methods and News Magazine for Industrial Buyers
A CONOVER-MAST PUBLICATION
205 East 42nd Street, N. Y. 10017

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